

Rank	Company	2006 direct sales (in millions)	2005 direct sales (in millions)	Market segment	Notes
1	Dell Round Rock, TX 512-338-4400	\$57,095.0	\$55,908.0	computers	Includes sales from lone store in Dallas
2	International Business Machines Armonk, NY 914-499-1900	\$9,886.5*	\$6,800.0*	computers	
3	CDW Corp. Vernon Hills, IL 845-465-6000	\$6,785.5	\$6,291.8	computers	acquired Berbee Information Networks, October 2006
4	Staples Framingham, MA 508-253-5000	\$5,863.1	\$4,945.7	office supplies	acquired American Identity, May 2007
5	Henry Schein Melville, NY 631-843-5500	\$5,153.1	\$4,635.9	dental, medical, and veterinary supplies	
6	Corporate Express Broomfield, CO 303-664-2000	\$5,106.9	\$4,372.8	office and facility supplies	
7	OfficeMax Itasca, IL 630-773-5000	\$4,714.5	\$4,628.6	office supplies	total sales of \$8,965.7 million
8	Office Depot Delray Beach, FL 800-937-3600	\$4,576.8	\$4,300.8	office supplies	acquired Allied Office Products, May 2006
9	United Stationers Deerfield, IL 847-627-7000	\$4,546.9	\$4,279.1	office and facility supplies	roughly 20,000 reseller clients
10	Thermo Fisher Scientific Waltham, MA 781-622-1000	\$3,791.6	\$5,579.4 (Fisher only)	laboratory and research supplies	Fisher Scientific and Thermo Electron merged in Nov. 2006
11	VWR International West Chester, PA 610-431-1700	\$3,257.6	\$3,138.2	laboratory and science education supplies	agreed to be sold to Madison Dearborn Partners, May 2007
12	Wesco International Pittsburgh 412-454-2200	\$3,192.4*	\$2,652.7	electrical and industrial maintenance supplies	total revenue of \$5.32 billion
13	Hewlett-Packard Co. Palo Alto, CA 650-857-1501	\$3,100.0*	\$1,800.0*	computers	tweaking Websites to encourage direct sales
14	J.C. Penney Co. Plano, TX 972-431-1000	\$2,995.0	\$2,838.0	general merchandise	includes Web sales of more than \$1.92 billion
15	IAC/InterActiveCorp. New York 212-314-7300	\$2,933.4	\$2,671.0	general merchandise	includes cable shopping network HSN U.S.
16	Sears Holding Corp. Hoffman Estates, IL 847-286-2500	\$2,900.0*	\$2,400.0*	general merchandise	Includes Lands' End and Sears.com
17	Patterson Cos. St. Paul, MN 651-686-1600	\$2,602.3	\$2,331.5	medical, dental, rehab, and veterinary supplies	Includes Medco, Masune titles
18	Systemax Port Washington, NY 516-608-7000	\$2,345.2	\$2,115.5	computers, industrial supplies	includes 12 outlet stores
19	Sigma-Aldrich Corp. St. Louis 314-771-5765	\$1,797.5	\$1,666.5	biochemicals and lab supplies	worldwide catalog circulation of 2.5 million
20	PC Connection Merrimack, NH 603-683-2000	\$1,635.7	\$1,444.3	computers	direct Web sales totaled \$514.3 million
21	Redcats USA New York 212-513-9500	\$1,600.0	\$1,393.0	apparel, home goods, sporting gear	acquired Sportsman's Guide, August 2006
22	Williams-Sonoma San Francisco 415-421-7900	\$1,573.5	\$1,289.5	home decor, kitchenware	
23	MSC Industrial Direct Co. Melville, NY 516-812-2000	\$1,423.6	\$1,132.4	industrial supplies	acquired J&L Industrial Supply, June 2006
24	Limited Brands Columbus, OH 614-415-7000	\$1,416.0	\$1,226.0	apparel, beauty products	Victoria's Secret Direct
25	W.W. Grainger Lake Forest, IL 847-535-1000	\$1,220.0*	\$1,130.0*	industrial supplies	includes \$411.5 million in sales from Lab Safety division
26	L.L. Bean Freeport, ME 207-865-4761	\$1,164.0*	\$1,140.0	home furnishings, apparel, outdoor gear	excludes an estimated \$376 million in retail
27	Cabela's Sidney, NE 307-254-5505	\$1,088.5	\$1,044.2	outdoor gear	total sales of \$2,063.5 million
28	School Specialty Greenville, WI 920-734-5712	\$1,077.0	\$1,010.0	nontextbook school supplies	selling School Specialty Media video division
29	PC Mall Torrance, CA 310-354-5600	\$1,005.8	\$997.2	computers	continuing emphasis on outbound telemarketing
30	Home Depot Atlanta 770-433-8211	\$1,000.0*	\$600.0*	building supplies, home decor	Folded two consumer books, sold HD Supply business
31	Deluxe Corp. Shoreview, MN 651-483-7111	\$970.7	\$932.3	business stationery and supplies	Small Business Services division, including NEBS, only
32	Broder Bros. Trevose, PA 215-291-6140	\$959.3	\$978.4	imprintable apparel	
33	Black Box Corp. Lawrence, PA 724-746-5500	\$941.4	\$703.7	networking products and services	service offerings accounting for growing portion of revenue
34	Cintas Corp. Cincinnati 513-459-1200	\$900.5	\$766.2	uniforms, sanitation supplies	total sales of \$3,581.5 million
35	Digi-Key Corp. Thief River Falls, MN 218-681-6674	\$829.0	\$565.0	electronics components	does not have an outside sales force
36	Premier Farnell Chicago 773-784-5100	\$803.0*	\$752.0*	electronic components, industrial supplies	North American brands only
37	Guest Supply Monmouth Junction, NY 609-514-9696	\$740.6	\$670.1	hospitality supplies	16 distribution centers nationwide
38	1-800-Flowers.com Carle Place, NY 516-237-6000	\$726.3	\$671.9	flowers, food gifts, toys, home products	exploring strategic options for home and children's titles
39	Airgas Radnor, PA 610-687-5253	\$702.0*	\$650.0*	specialty gases, welding and safety supplies	total sales of \$3,098.1 million
40	Appleseed's Topco Beverly, MA 800-767-6666	\$700.0*	N/A	apparel, home goods, gifts	unit of Golden Gate Capital
40	Taylor Corp. Mankato, MN 507-625-2828	\$700.0*	\$680.0*	stationery, HR supplies, promotional products	brands include Current, G. Neil, Paper Direct, and Sa-So
42	Catalog Holdings New York 212-916-8331	\$693.5*	\$560.0*	apparel, general merchandise	includes Newport News, Spiegel, Venus, and A.B. Lambdin
43	Neiman Marcus Group Dallas 214-741-6911	\$688.5	\$616.0	apparel, home decor	total sales of \$4,277.5 million
44	Interline Brands Jacksonville, FL 904-421-1400	\$640.6	\$460.0	MRO and HVAC supplies	total revenue of \$1,067.6 million
45	Federated Department Stores Cincinnati 513-579-7000	\$620.0	\$450.0	general merchandise	Includes Macys.com, Bloomingdale's by Mail
46	LTD Commodities Bannockburn, IL 847-295-6319	\$600.0*	\$600.0*	general merchandise	Includes ABC Distributing, Lakeside Collection
47	Zones Auburn, WA 253-205-3000	\$577.0	\$566.5	computers	small and midsize businesses accounted for sales growth
48	Swiss Colony Monroe, WI 603-328-8400	\$530.0*	\$500-plus*	gifts, home decor, food, apparel	acquired Ashro Lifestyles in August 2006
49	K+K America Milwaukee 414-443-1700	\$528.8	\$360.2	industrial supplies, office furniture	acquired National Business Furniture, January 2006
50	American Hotel Register Vernon Hills, IL 847-564-4000	\$500.0	\$410.0	hospitality supplies	hired 200 employees last year to keep pace with growth
50	Brady Corp. Milwaukee 414-443-1700	\$500.0*	\$400.0*	identification and industrial safety supplies	total revenue exceeds \$1 billion
50	Crate & Barrel Northbrook, IL 847-272-2888	\$500.0*	\$400.0*	home decor	total sales estimated at \$1.2 billion
50	Oriental Trading Co. Omaha, NE 402-331-5511	\$500.0*	\$490.0*	novelties, gifts	launched wedding spin-off, Your Big Day
54	Harry & David Holdings Medford, OR 541-776-2121	\$456.2	\$447.2	food gifts, plants	sold Jackson & Perkins horticulture brand, April 2007
55	Mattel El Segundo, CA 310-252-2000	\$440.0	\$436.0	toys	American Girl brand only, including three stores
56	Charming Shoppes Bensalem, PA 215-245-9100	\$428.0	\$440.0*	apparel, food gifts	direct division consists of Crosstown Traders titles
57	Blair Corp. Warren, PA 814-723-3600	\$426.4	\$456.6	apparel, home goods	acquired by Appleseed's Topco, April 2007
58	Hanover Direct Weehawken, NJ 201-863-7300	\$415.7	\$407.4	apparel, home decor	
59	Aramark Corp. Philadelphia 215-923-2853	\$409.0	\$427.4	uniforms, public-safety equipment	bought by private investor group, January 2007
60	Bass Pro Shops Springfield, MO 417-873-5000	\$400.0*	\$256.0*	outdoor gear	e-mail file consists of more than 1 million names
61	Guitar Center Westlake Village, CA 813-735-8800	\$391.7	\$365.1	musical instruments	Musician's Friend direct division only
62	Coldwater Creek Sandpoint, ID 208-263-2266	\$390.5	\$325.2	women's apparel	launched six day spas in 2006
63	McMaster-Carr Supply Co. Elmhurst, IL 630-600-3600	\$387.7	\$413.0*	MRO supplies	sells direct exclusively
64	The Talbots Hingham, MA 781-749-7600	\$385.4	\$265.0	apparel	acquired J. Jill Group, May 2006
65	Foot Locker New York 212-720-3700	\$380.0	\$381.0	athletic shoes	Eastbay/Footlocker.com division only
66	Northern Tool & Equipment West Burnsville, MN 952-894-9510	\$350.0*	\$340.0*	tools	retail sales set to surpass direct sales
67	J. Crew Group New York 212-209-2500	\$308.6	\$253.7	apparel	total revenue of \$1,152.1 million
68	Allied Electronics Forth Worth, TX 817-595-3500	\$304.6	\$251.7	electronics components	division of U.K.'s Electrocomponents
69	Fingerhut Direct Marketing Eden Prairie, MN 952-656-3700	\$300.0-plus*	\$205.0*	general merchandise	expects to ship 3.3 million packages this year
70	DBL Distributing Scottsdale, AZ 480-596-8636	\$300.0*	\$252.0	wholesale consumer electronics	sold to Ingram Micro in June 2007
71	Collections Etc. Elk Grove Village, IL 847-350-5800	\$270.0*	\$255.0	collectibles	increased 12-month buyer file 22%
72	Omaha Steaks Omaha, NE 402-597-3000	\$262.0*	\$245.0*	food	includes A La Zing; excludes wholesale, store, restaurant sales
73	J&R Electronics New York 212-238-9000	\$260.0*	\$200.0-plus*	consumer electronics	Web sales estimated at \$120 million
74	Production Tool Supply Warren, MI 586-755-5258	\$256.8	\$247.0	MRO supplies	upgraded its Website last year
75	Eddie Bauer Holdings Redmond, WA 425-755-6100	\$256.5	\$268.1	apparel	shareholders nixed acquisition by private equity firms
76	Crutchfield Corp. Charlottesville, CA 434-817-1000	\$250.0	\$232.0	consumer electronics	roughly 580,000 12-month buyers
76	Sierra Trading Post Cheyenne, WY 800-713-4534	\$250.0*	\$200.0*	discounted apparel, home goods, and outdoor gear	opened fourth store, in Idaho, in April 2007
78	Restoration Hardware Corte Madera, CA 415-924-1005	\$243.6	\$160.0	home decor	launched Brocade Home spin-off
79	Collegiate Pacific Farmers Branch, TX 972-243-8100	\$230.1	\$166.5	athletic equipment	purchased outstanding shares of rival Sport Supply Group
80	NBTY Bohemia, NY 631-567-9500	\$214.5	\$187.3	nutritional supplements	total revenue of \$1,931.1 million
81	Thompson & Co. Tampa, FL 813-884-6344	\$210.0*	\$220.0*	home décor, gifts, cigars, coffee	reduced permanent workforce by 70 people, to 650
82	Aristotle Corp. Stamford, CT 203-358-8000	\$203.0	\$188.8	educational and agricultural supplies	33% net earnings growth, to \$23.8 million
83	Army & Air Force Exchange Dallas 214-312-2011	\$200.0-plus*	\$193.6	general merchandise	had not yet filed 2006 financial report at press time
83	Doctors Foster and Smith Rhineland, WI 715-369-3305	\$200.0-plus*	\$200.0-plus*	pet supplies	agreed to acquire multibrand merchant Neeps, April 2007
83	Potpouri Group Chelmsford, MA 978-256-4100	\$200.0-plus*	\$200.0-plus*	gifts, crafts, decor, toys	10% holiday sales growth on single-digit circ increase
86	Blyth Greenwich, CT 203-661-1926	\$199.3	\$193.5	housewares, photo supplies, gifts	growth from Walter Drake, Easy Comfort, and Exposures titles
87	Direct Marketing Services Inc. Chicago 312-328-7400	\$190.0*	\$160.0*	home decor, gifts	strong holiday growth for Montgomery Ward
88	TTI Ft. Worth, TX 817-740-9000	\$184.0*	\$138.00	electronics components	Mouser division only (33% sales growth)
89	Wayside Technology Shrewsbury, NJ 732-389-0932	\$182.3	\$137.7	programming software	
90	Hanesbrands Winston-Salem, NC 336-519-4400	\$180.0*	N/A	innerwear, casualwear	spun off from Sara Lee, summer 2006
90	Lillian Vernon Corp. Virginia Beach, VA 757-427-7700	\$180.0*	\$180.0*	gifts, home goods, toys	acquired by Sun Capital Partners, May 2006
92	Tiffany & Co. New York 212-755-8000	\$174.1	\$157.5	jewelry, tabletop, gifts	total sales of nearly \$2.65 billion
93	Della's New York 212-807-9060	\$173.5	\$158.0	teen apparel, extreme-sports gear	Includes Alloy and CCS titles
94	Automotive Specialty Accessories and Parts Chicago 312-431-6000	\$166.0	\$183.0	auto supplies	spin-offs and DRTV programming in the works
95	Sharper Image Corp. San Francisco 415-445-6000	\$160.7	\$195.1	consumer electronics	includes sales from Infomercials
96	Newport Corp. Irvine, CA 949-863-3144	\$156.5*	\$153.4*	lab instruments and laser technology	total revenue of \$454.7 million
97	PetMed Express Pompano Beach, FL 954-979-5995	\$155.3	\$131.7	pet supplies	more than half of sales come via 1-800-PetMeds Website
98	Recreational Equipment Inc. (REI) Kent, WA 253-395-3780	\$155.0*	\$125.0*	outdoor gear	
99	Urban Outfitters Philadelphia 215-454-5500	\$153.7	\$130.6	apparel, home decor	
100	McNichols Co. Tampa, FL 813-282-3828	\$153.0	\$136.0	metal industrial components	specialty catalogs for fiber glass, handrails, gratings and floorings